

New York Metro Region

Marlboro Recall Recap

June 5 - 10, 1995

2394 Total Calls Monday - Thursday (9.5 calls per day for 63 reps)

131 Calls made Friday (store sales / personal selling)

48 Calls made Saturday (store sales / personal selling)

2,573 TOTAL

22 Sales Representatives worked on SATURDAY

45,646 Cartons sold (752 12M cases)

531 Extra cases sold to Direct Accounts

565 Pack Displays

176 Carton Displays

741 TOTAL

3,936 Name Generation Cards

580 Personal Selling / Consumer Mission

4,516 TOTAL

RJ Reynolds
Tobacco Company

# of pages > /	
To: DOM FITZGERALD	From: R. J. O'ROURKE
Co.	NY METRO REGION OPS
Dept.	Phone # (908) 225-3765
Fax #	Fax # (908) 417-9076

51850 4213

MESSAGE CONFIRMATION

DATE:06/12/95 TIME:08:06

ID:9082252967 1

DATE	TIME	TX-TIME	DISTA	II	MODE	PAGES	RESULT
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Brooklyn

Saturday Work
June 10, 1995

M. Gray - 4 Hrs
Danny Many - 6 1/2 Hrs
Valerie Gilmer - 3 1/2 Hrs
David Figueroa - 8 Hrs
Wanda Soto - 7 Hrs
Margaret Hansen - 8 Hrs

Total Calls Made - ~~27~~ 31

Total Cartons Stickered & Packed Out - ~~624~~ 635

Prehooked - ~~604~~ 604

Name Generation Cards - ~~176~~ 196

Sold - 63 Cash

Premiums Placed - 144

Advertising Placed - ~~97~~ Pieces 107

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